We are

SEONGON

AI-First Search Marketing Growth Partner



Company Credential
Comprehensive
Search Marketing Growth Solutions



AI-First Search Marketing Growth Partner

SEONGON | AI-First. Search Marketing Growth Partner

A Leading Growth Partner for Share of Search in the AI-First Era

Founded in 2012, SEONGON is a leading Search Marketing growth partner for major private enterprises and state-owned corporations in Vietnam.

With an **AI-First philosophy**, SEONGON places AI at the heart of our Search Marketing strategies and delivers the comprehensive **AAA framework — Architectural, AI-Adaptive, and Abiding** — helping businesses build and lead their share of search across AI platforms.



> *In the age of AI Search, the most successful businesses are no longer simply those ranking highest in search results, but those most trusted by AI. SEONGON chooses to partner with businesses in building that competitive advantage.*

Mr. Hieu Luu Trong — CEO, SEONGON

A High-Quality Team
Is the Foundation of Outstanding Projects

120+
Staff in Hanoi & Ho Chi Minh City

100%
Of staff hold university degrees in Economics, Marketing, Communications, or Journalism

70%
Of staff have 2+ years of experience

100%
Of Senior staff have 5+ years of experience

>2 years
85% of staff have stayed with the company for 2+ years

100%
Of staff working on Ads services hold Google-issued certifications

60 days
Of professional training before staff join a project

120 sessions
Of internal training per year focused on professional development

Numbers That Speak for Themselves

Clear evidence of sustainable growth and proven capabilities

2.500+

Medium and large clients across 20+ industries

900+

Corporate websites reaching Page 1 on Google

12.000+

High-quality content pieces produced every year

+24M

Additional high-quality visits generated annually, helping businesses reach potential customers

80%

Of clients appear in Google AI Overviews

98%

Of projects exceed committed results

85%

Client renewal rate and partnerships lasting over 2 years

+10M

Impressions generated through AI Overviews

AAA - SEONGON's Comprehensive Growth Framework

Helping businesses lead their share of search across AI platforms



Architectural
Strategic Architecture

SEONGON builds a comprehensive growth architecture from strategy to execution, enabling businesses to establish a sustainable growth roadmap across the entire customer search journey.

AI-Adaptive
AI Leadership

We continuously adopt and integrate the latest AI technologies into Search Marketing strategies, helping businesses improve performance, adapt rapidly, and maintain their competitive edge in the new era of search.

Abiding
Sustainable Growth

For 14 years, SEONGON has remained committed to the principle of sustainable growth - a philosophy deeply embedded in both our business approach and corporate culture.
SEONGON is committed to delivering sustainable growth and real business value while upholding transparency and professional ethics in everything we do.

SEONGON Solutions

AI Search Growth Solution

Optimize GEO, AEO, and SEO for websites and AI platforms to increase brand coverage on search engines.

- **SEO AI MAX:** Optimize search on Google & AI Overviews
- **GEO Enterprise:** Optimize Brand Visibility in AI Chatbot answers (ChatGPT, Gemini, AIO...)

1

Digital Ads Growth Solution

Run brand communication and sales campaigns through multi-channel advertising.

- Performance Ads
- Branding Ads
- Supporting Layer

2

Total Business Map

A comprehensive Maps verification solution, claiming the "golden spot" on the map.

- Total Maps Business: Optimize and verify Google Maps, Apple Maps, and Grab Maps listings.
- Synchronize and centrally manage all branch locations, reaching customers ahead of competitors.

3

Training & Coaching

Training and mentoring programs for individuals and businesses to develop SEO & Google Ads expertise.

- Google Ads Foundation
- SEO AI Max & GEO
- Content SEO in the AI Era

4

SEONGON – THE LEADING PARTNER
of Vietnam's largest private enterprises and state-owned corporations

50+ large enterprises (revenue > VND 5,000 billion) and 100+ businesses on the **VNR500** list, helping businesses grow their brand, reach customers, drive sales conversion, and grow revenue.



2.500+ CLIENTS ACROSS MULTIPLE INDUSTRIES

Finance, Banking, Insurance



Telecommunications, technology, software



Building materials, interior design



Education, employment



Retail



Travel, aviation, logistics



Household goods & electric vehicles



Healthcare



Services & Other Industries



Awards & Prestigious Certifications



Premier Partner Awards 2023
Winner | Workplace Excellence



Google Agency Excellence Awards 2024
Finalist | Measurement Solutions



Google Agency Excellence Awards 2024
Winner | Measurement Solutions



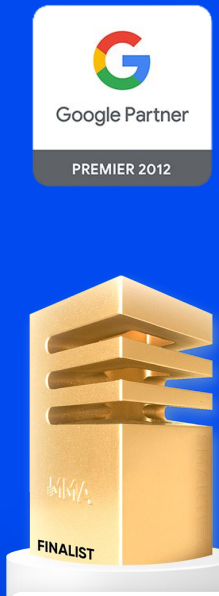
Global Agency Awards 2026
Finalist | Best SEO Campaign



Google Agency Excellence Awards 2024
Finalist | App Growth



Google Agency Excellence Awards 2024
Finalist | Online Sales



MMA Smarties Vietnam 2025
Finalist | Innovative Use of AI in Advertising

Premier partner of major platforms











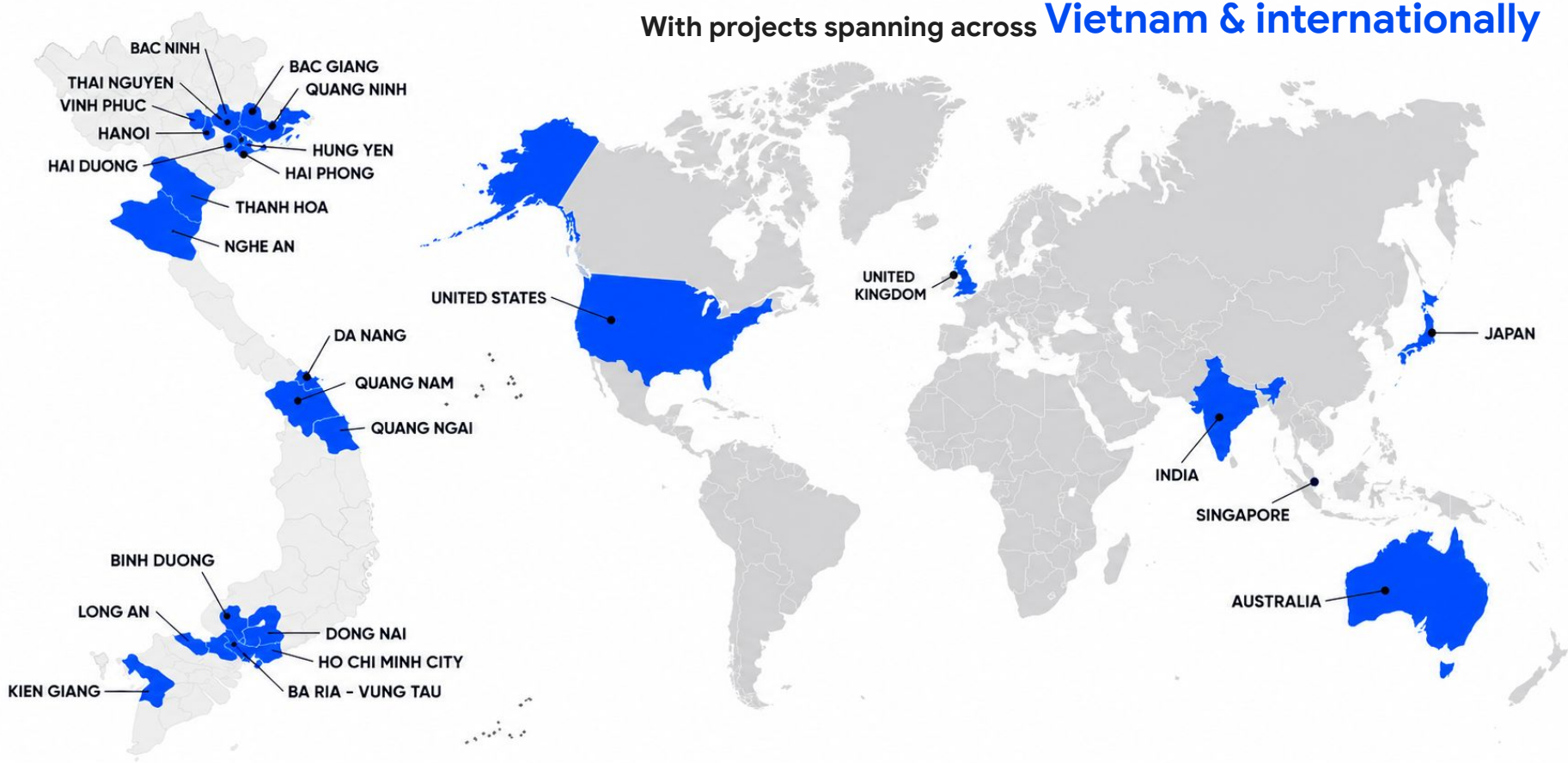








With projects spanning across Vietnam & internationally



WE DON'T CHOOSE TO BE AN AGENCY - WE CHOOSE TO BE A PARTNER

Partnering with you throughout your sustainable growth journey



LPBank Customer
Finance and Banking



Decathlon Customers
Authentic sports store from France



Vietnam Airlines Customers
Aviation services



VCBS Clustomers
Finance and Banking



Phenikaa School Customers
Education and Training



Viettel Telecom customers
Telecom

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AI-Search Marketing Growth Solution

SEO AI MAX

The **AI-SEO** solution for the AI Search era



AI is changing how users search

Users are getting used to viewing "AI-generated answers" instead of clicking through individual SEO results

1

Conversational queries

Users are getting used to conversing with generative AI tools instead of searching for information across many different websites.

2

Zero-click Search

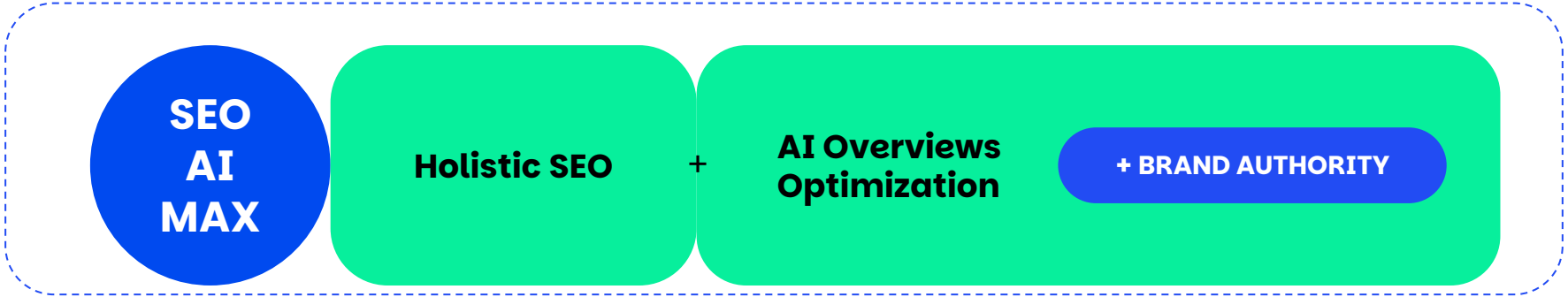
AI-generated content already satisfies the customer's need for information, so click-through rates to websites are dropping sharply.

3

Higher engagement when it becomes traffic

Once a customer does click through to learn more, that traffic is now far higher quality than before.

What Is SEO AI MAX?



SEO AI MAX is the next evolution of traditional holistic SEO, adding an optimization layer that helps websites become trusted sources for AI Search.

⇒ Maintain growth in rankings, traffic, and leads in the AI Search era

⇒ Optimizes the chance of being cited by AI Overviews in its answers

⇒ Builds long-term Brand Authority in the search environment

The value SEO AI MAX delivers

- Growth in keyword rankings on Google search results
- Growth in brand mentions on AI Overview
- A strong, sustainable website foundation
- Website citations in AI Overview answers
- Growth in traffic, increasing potential customers reaching the brand
- Data-driven measurement and decision-making, not guesswork

A "tailor-made" SEO AIMAX solution for every business challenge



SEO AI solution BY INDUSTRY

Each industry has its own characteristics and standards; SEONGON delivers an SEO AI optimization solution designed specifically for each sector.



SEO AI solution BY COMPANY SIZE

From small and medium businesses to large and mega enterprises, every project has a growth roadmap designed to ensure solid optimization at each SEO stage.



SEO AI solution BY BUSINESS MODEL

Deeply understanding the target user to design the right SEO strategy for every business model: B2B, B2C, C2C, D2C, etc.

Helping Businesses Win in the AI Era with

A COMPREHENSIVE 4-PILLAR FRAMEWORK



QUERY FAN OUT

Expand keywords and optimize to capture more query fan-outs



SEMANTIC CONTENT

Create content that understands user search intent and is optimized for AI comprehension



TECHNICAL

Improve technical SEO so AI can crawl and understand the website better



BRAND

Build authority and trust signals to be trusted and cited by AI

In-Depth, User-Centric Content Strategy

CONTENT-FIRST

1 Comprehensive Keyword Discovery

Expansion tools: AnswerThePublic, AlsoAsked, Reddit
Focus: User intent and question-based queries
Output: Intent-categorized keyword database

2 Query Fanout

Approach: Generate 5–10 related queries for each core query
Analysis: Intent mapping (Know, Do, Go, Buy)
Output: A query tree with clearly defined sub-intents

3 Content Blocks

Build content blocks, with each block addressing one specific intent
Structure: Subject-Predicate-Object format
Quality: 150–300 words per block

4 Article Assembly

Combine 5–8 relevant content blocks into one comprehensive article
Structure content around the user journey with a logical information flow

TOPIC CLUSTERS

Build topic clusters rather than isolated articles to demonstrate deep expertise in a specific subject area.

Example: "Digital Marketing" Topic Cluster

- Pillar Page: Comprehensive Digital Marketing Guide
- Cluster: SEO, SEM, Social Media, Content Marketing
- Internal links connecting content into a comprehensive knowledge network

"Become the most comprehensive and trusted source of answers to users' questions within your field."

SEMANTIC CONTENT

Natural language:
Use natural language and answer user questions directly.

Clear structure:
Use bullet/numbered lists, H2/H3 headings, tables, and other structured formats.

Structured Data / Schema:
Implement FAQ, HowTo, and Product Schema to help machines better understand the content.

"Present information so both people and machines can understand it instantly."

What Do Clients Receive When Partnering With SEONGON?



01 In-Depth Industry Analysis Report

Research and analysis of the market, industry, consumers, and the business's current SEO performance using large-scale, reliable, premium third-party data sources..



02-Hour Solution Presentation

In-depth consultation and answers to all key business questions.



Long-Term Partnership

SEONGON remains available to provide professional support and share the latest industry knowledge throughout the business's growth journey.



01 Long-Term SEO Strategic Roadmap

A comprehensive strategy designed to address the business's SEO challenges from the big picture down to execution details.



6–9 Months of Partnership with One-Team Mindset

Projects are managed by highly experienced SEO and Marketing professionals.

Operating like an extension of your in-house team, SEONGON remains focused on the business's ultimate outcomes.



/case studies/

Businesses Growing with SEONGON

Vietnam Airlines (Domestic & Global)

Background

As a website with massive traffic in the aviation-travel industry, the launch of AI Overviews caused a sharp drop in traffic to the Vietnam Airlines website, while the brand's appearance frequency on AIO was still limited.

Strategy

Re-optimized website content by entity instead of by keyword, while adding content following the Query Fan-out framework to help AI capture the full range of queries and cite the site as a source. Also built an off-page network to increase the website's credibility online.



>90% of the domestic-market SEO keyword set is cited as a source by **AIO**

>75% of the international-market SEO keyword set is cited as a source by **AIO**

A significant increase in conversion rate

SUN WORLD PROJECT

Background

Sun World aims to become travelers' top choice for travel destinations. To achieve this strategy, SEO plays a central role in improving search rankings for key topics such as scenic spots, notable destinations, local cuisine, exploration & adventure activities, restaurants & eateries, outdoor experiences, and cultural & historical events.

Strategy

Focused on comprehensively optimizing the keyword set related to Da Nang and Ba Na Hills, ensuring Sun World appears at the top of search engines, helping strengthen Sun World's leading position in Vietnam's tourism industry, boosting brand awareness, and attracting large numbers of visitors.

Implementation time shortened to 10 months, reaching 138% of KPI and exceeding the committed target by 5 ranking positions



96%
of keywords reached **TOP 10**

84%
of keywords reached **TOP 5**

Background

Chivas is a leading global whisky brand with high recognition thanks to strong offline communication across many channels. Noticing the growing trend of consumers using Google to search for product information, Pernod Ricard – the company behind Chivas – focused on optimizing its online presence.

However, when searching for keywords such as "Chivas" or "Whisky," the results were dominated by distributors, while official brand information had not achieved high rankings - which could affect information accuracy and reduce the brand's control over its online presence.

Strategy

Brought Chivas to the top of search results related to the product and whisky category, with the brand appearing in top positions. The strategy focused on core topics such as "Chivas" and "Whisky," helping users access accurate information directly from the brand while strengthening Chivas's position in the online market.

CHIVAS REGAL

CHIVAS PROJECT



TOP 10
for keywords on the topics **“Chivas”, “Whisky”**

80%
of keywords reached **TOP 10**

Viettel Store Project

viettel store

Background

Viettel Store rolled out an SEO strategy to get ahead of the market for new iPhone models. To maximize effectiveness from day one, a well-structured SEO strategy with fast execution was needed to optimize search rankings and increase brand coverage online.

Strategy

Prepared resources over 3–6 months and pushed rankings urgently within 14 days of each iPhone launch to quickly capture target-customer traffic.

TOP 10
for keywords on the topic **“iPhone16”**



80%
of keywords reached **TOP 5**

Bobby Project

Background

Bobby is one of the leading diaper brands in Vietnam, part of Japan's Unicharm group. With the SEO goal of increasing brand coverage and optimizing website conversion rate, Bobby chose SEONGON to implement a comprehensive SEO strategy. This strategy helped the brand strengthen its leading position and maintain the #1 market share spot in Vietnam.

Strategy

A combined SEO and SEM solution:
- Built a keyword strategy covering both the main site and 4 satellite sites, aligned with the customer purchase journey to increase conversion rates.
- Optimized SEM to dominate the top search results for high-converting keyword groups.
- Ran a wide-scale review-booking campaign to increase trust and brand recognition online.

Function keyword set
82.05%
reached Top 5
Achieving
205.13%
of target

Affinity keyword set
81.25%
reached Top 5
Achieving
162.5%
of target

Bộ Review
91.05%
reached Top 10
Achieving
130.8%
of target



FPT University Project

FPT Education

TRƯỜNG ĐẠI HỌC FPT

TOP 5
keyword set exceeded target by **271.5%**

Top 10
keyword set exceeded target by **17.71%**

Organic traffic increased by 136.74%

Background

With strong growth momentum, FPT Education aims to become a leading international education system, applying advanced training technologies to meet the demand for talent in the digital era.

To achieve this goal, FPT Education is focused on building a strong brand in education, expanding reach, and connecting with the right prospective students.

Strategy

Optimized technical SEO, focused on core keywords that drive the most valuable traffic, and used quality content to retain website visitors.



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AI-Search Marketing Growth Solution

GEO

Audit & Enterprise

Optimizing brand visibility on AI tools (ChatGPT, AI Overview, Perplexity, Gemini, AI Mode, etc.)



Why businesses
SHOULD OPTIMIZE FOR GEO



1. **Maximize comprehensive** customer reach on the AI Search channel.
2. Grow **quality lead** generation thanks to AI's answers, which are perceived as objective.
3. **Protect brand information** in front of AI: Standardize how AI consistently refers to your brand & products.
4. Monitor competitors regularly and identify opportunities to **reclaim market share from them.**

Which businesses need to optimize for AI?

Finance & Banking

From financial and stock market information to choosing which financial institution to use — it's all now happening through AI chatbot models.

Service & B2B

Instead of searching "top list" articles, users now use AI as a virtual assistant to recommend trustworthy companies with the most objective viewpoint.

E-commerce

AI chatbot shopping features are becoming increasingly advanced, letting customers easily compare, evaluate, and purchase directly.

Travel & Hospitality

Users now plan their trips with AI instead of Google - from choosing hotels, dining, and activities.

Heath & Medical

With objective answers, AI chatbots can now suggest treatment options and suitable hospitals.

4 LEVELS OF OPTIMIZATION

From Standardization to Measurement

1

GEO AUDIT

Assess the current state of the website & competitors.

Recommend optimizations for the website and third-party platforms.

2

OPTIMIZE

Optimize existing website content.

Build new content that meets AI-friendly standards.

3

BUILD AUTHORITY

Build brand signals from third-party platforms.

Synchronize brand content consistently across all channels.

4

MEASURE

Measure prompts/keywords using objective tools and propose the next optimization plan.

Which businesses is GEO best suited for?

GEO Audit

SMEs with a weak/newly-launched SEO website

Start with a GEO Audit to understand how AI currently perceives the brand and what to prioritize.

GEO Enterprise

SMEs with relatively good SEO

Increase the chance the brand is mentioned, cited, and accurately described by AI.

GEO Enterprise

Large enterprises / industry leaders

Regularly monitor the brand & competitors, and expand coverage across strategic topics.

Services: GEO Audit & GEO Enterprise

	GEO Audit	GEO Enterprise
Value Delivered	Understand the current visibility of the brand and competitors across AI Search	Increase visibility, citations, and protect brand reputation
SOW	Audit ChatGPT & AIO Analyze 30–50 important prompts based on search behavior Audit brand entity Audit content Audit technical factors affecting AI crawl & citation Audit third-party sources (mentions / reviews / PR / social) Benchmark 3–5 competitors	Track 50–300 target prompts Track 3–8 competitors Optimize 4–15 URLs / month Build 2–8 content assets / month Optimize brand entity signals Technical optimization (schema / structured data / internal links / content blocks) Optimize short-form answers, definition snippets, FAQ, comparison content, use case content Recommend or implement 2–4 PR activities (citation building / digital PR / third-party mentions)
Commitment	01 comprehensive audit report 01 audit presentation and long-term roadmap consultation for the business: 90–120 minutes	% brand mention (% of prompts where the brand appears) – AIO, ChatGPT % of prompts where the website/domain is cited – AIO, ChatGPT Brand Mention Share: % of the brand being mentioned compared with competitors – AIO, ChatGPT 01 Brand Strength Monitoring Dashboard 01 Competitor Monitoring Dashboard Monthly reports
Pricing	From 30 million VND / package (1–2 months)	From 30 million VND / month (~ 200 million VND / package)
Implementation Timeline	01 month	06–09 months (recommended: 6 months)

GEO Enterprise solution: 3 results businesses achieve

1

Increase Visibility

Increase how often the brand is mentioned in ChatGPT and Google AI Overviews for target prompts.

2

Increase Citations

Increase how often the website / domain / content assets are used by AI as reference sources.

3

Protect Brand Reputation

Standardize how AI describes the brand, products, and USPs, while reducing inaccurate or inconsistent answers.

KPIs:

- % Brand Mention (% of prompts where the brand appears) – AIO, ChatGPT
- % of prompts where the website/domain is cited – AIO, ChatGPT
- Brand Mention Share: % of brand mentions compared with competitors – AIO, ChatGPT

- 01 Brand Strength Monitoring Dashboard
- 01 Competitor Monitoring Dashboard
- Monthly reports

Scope of work for GEO optimization from Data to Strategy to Execution

Data processing

Use an AI automation pipeline to run data on target prompts and produce a rollout strategy.

Content standardization

Optimize 4–15 URLs/month.
Build 2–8 content assets/month.

Technical optimization

Optimize brand entity signals.
Optimize technical elements (schema / structured data / internal links / content blocks).
Optimize short answers, definition snippets, FAQs, comparison content, and use-case content.

PR activities

Propose or run 2–4 PR activities (citation building / digital PR / third-party mentions).

Monitoring & Measurement

Track 50–300 target prompts.
Track the status of 3–8 competitors.



/case studies/

Businesses staying ahead of the AI trend with SEONGON

VIETTEL TELECOM & SEONGON: PIONEERING THE AI MARKETING ERA (GEO/AIO)

Leading vision: when an "unreasonable" request becomes an industry standard

*In February 2025, as AI Overview and ChatGPT began booming in Vietnam, Viettel set a challenging question:**"How can our brand appear first when customers ask AI?"***

At that time, even the top SEO agencies had no official solution yet. But with a Digital Growth mindset and sharp technological instincts, Viettel and its strategic partner SEONGON turned that seemingly "impossible" request into a new industry standard for Marketing: GEO (Generative Engine Optimization).

Objective

- Capture the AI "touchpoint"
- Rather than focusing exclusively on traditional Google Search, the campaign focused on appearing in next-generation search tools.
- Precise targeting: customers with eSIM needs and foreigners traveling/living in Vietnam.
- Multi-platform: brand presence across both Google AI Overviews and ChatGPT.

Strategy

Not waiting for the technology to stabilize before starting, but directly engaging in AI's evolution:

- Content strategy: optimized conversion through SEO results to provide accurate, reliable information for AI's learning systems.
- Mastering the prompt & keyword set: built an optimized system of prompts for ChatGPT and a target keyword set for AI Overviews to steer AI's answers toward the brand.



DECATHLON



60%
of tested prompts feature Decathlon in ChatGPT's answers

+300K
organic traffic/month across the whole website

+80K
organic traffic/month from high-conversion (product) groups

Objective

- **Dominate AI tools**
- **Optimize O2O (Online-to-Offline):** direct users from local-search prompts on AI to the physical store network
- **Brand consistency:** ensure Decathlon's information is cited accurately by large language models (LLMs)

DECATHLON

Strategy

- **Core strategy:** Decathlon's SEO isn't only about rankings - it's about becoming a trusted data source for AI-driven search
- **Checklist content AIO:** helping AI more easily cite and summarize information
- **Standardized AI-friendly shopping guides**
- Ready to join the space AI selects as a reference source for future search behavior

DECATHLON



>430
tested optimized prompts on ChatGPT feature GHTK

90%
Top industry keywords that trigger AIO mention GHTK

>1.000
keywords cited as a source by AIO, with over 850 keywords ranked in the TOP 1–5 source list

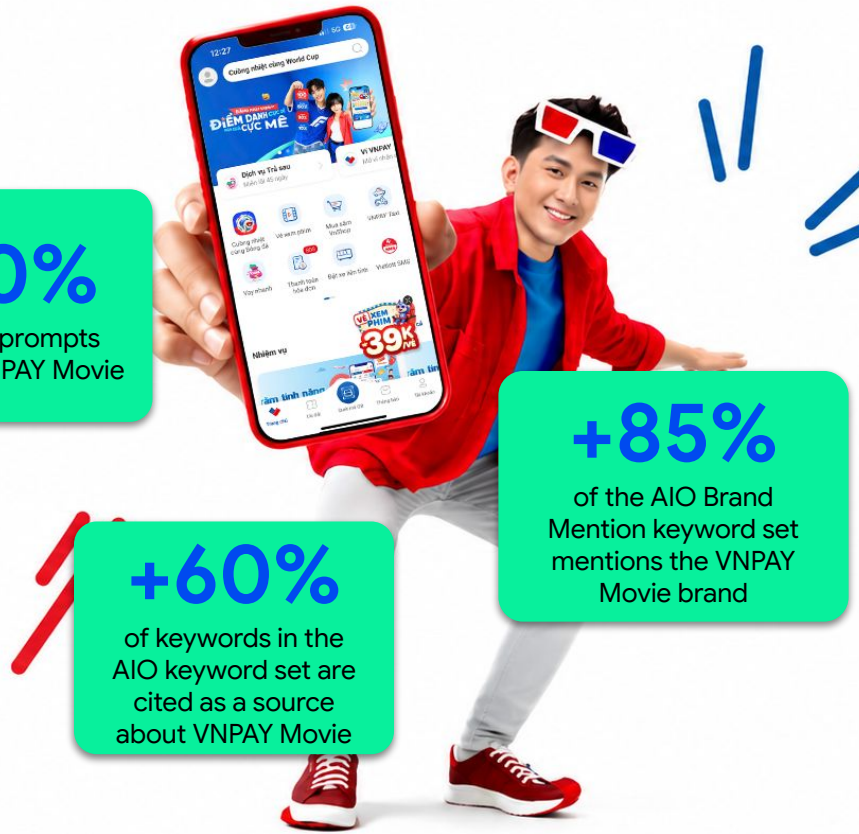
Objective

- Increase brand awareness of GHTK as a professional, comprehensive logistics platform that seamlessly connects sellers, businesses, and customers
- Expand the keyword set across the entire customer journey to boost brand recognition and reinforce GHTK's leading position.

Strategy

Optimized "3-WIN" content: correctly conveying the brand's tone, content that answers user needs, and a platform (Google, ChatGPT) that understands & trusts the GHTK website.

VNPAY
Cho cuộc sống đơn giản hơn



100%
of tested prompts mention VNPAY Movie

+85%
of the AIO Brand Mention keyword set mentions the VNPAY Movie brand

+60%
of keywords in the AIO keyword set are cited as a source about VNPAY Movie

Objective

- Maintain and grow the keyword group around "movie ticket booking app" on Google
- Ready to test ways to grow brand presence in AI Overviews and ChatGPT answers.

Implementation strategy

- Broke down keywords/queries by objective and by platform: Citation, Brand Mention.
- Leveraged the site's current strengths combined with AI-friendly content optimization to increase the chance AI uses it as a reference.
- Optimized movie-ticket-booking category pages, coordinated with the communications team for brand PR and promotions.

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Digital Ads Growth Solution

Growing brands & sales through Digital advertising



Digital Ads Growth Solution services

PERFORMANCE ADS

- Objective: lead generation, orders, revenue, ROAS

- Channels used: Google Search, Performance Max, Facebook Conversion, TikTok Conversion, Zalo Lead/Message

- Combines media, landing pages, and tracking to boost conversion effectiveness

BRANDING ADS

- Objective: increase awareness, reach, recall, and trust

- Channels used: Google Display/YouTube, Facebook/Instagram, TikTok, Zalo, Booking

- Combines media and creative to build brand image

SUPPORTING LAYER

- Content/Creative

- Website Optimization Consulting & Landing Page Development

- Booking/KOL/KOC/PR

- Tracking/Measurement

- Dashboard/Reporting

DIGITAL PERFORMANCE ADS

SEONGON helps businesses maximize conversion effectiveness and revenue through multi-channel Performance Ads solutions, run on a data-driven foundation with continuous optimization.

We do NOT run channels in isolation

We do NOT optimize based on gut feeling



Multi-channel coordination

to optimize the entire customer journey



Proper set-up by experts

to build an effective execution foundation



Accurate, complete measurement

to see real performance & continuously optimize based on data

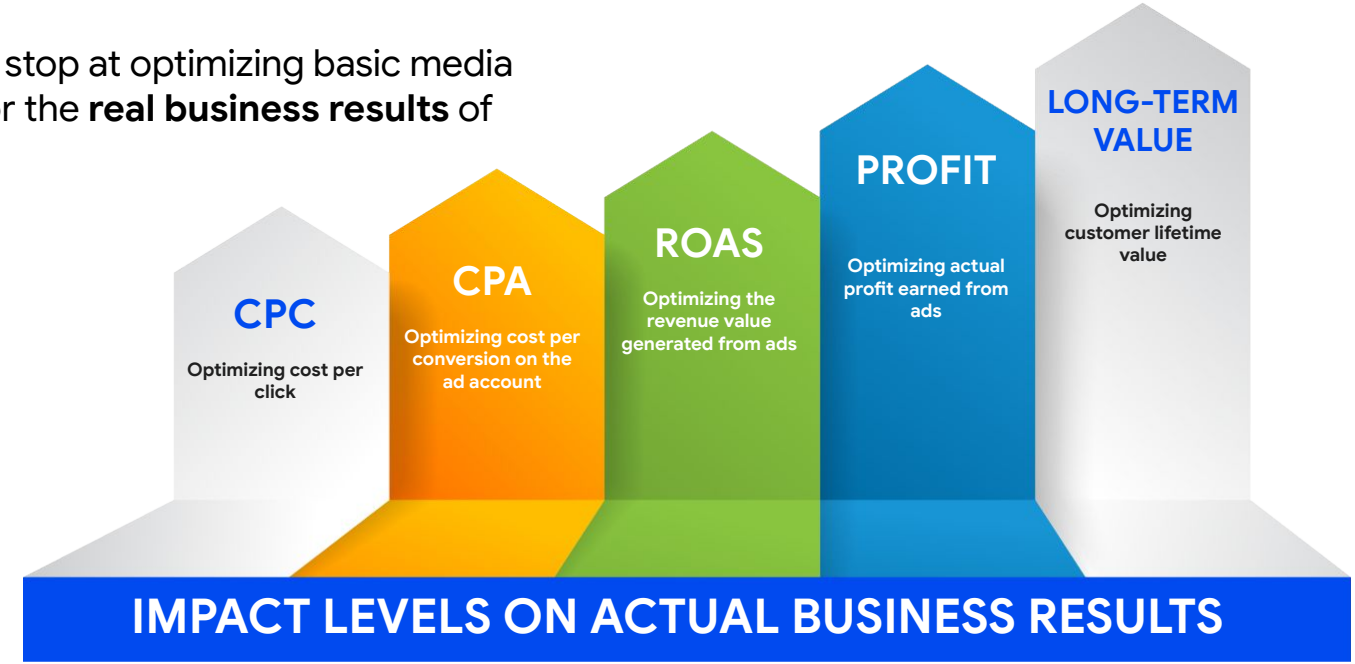


Synchronized operations

across the full solution stack: media, content, landing pages, tracking & reporting

ALWAYS FOCUSED ON THE FINAL RESULTS OF EVERY PROJECT

SEONGON doesn't stop at optimizing basic media metrics - we aim for the **real business results** of every project.

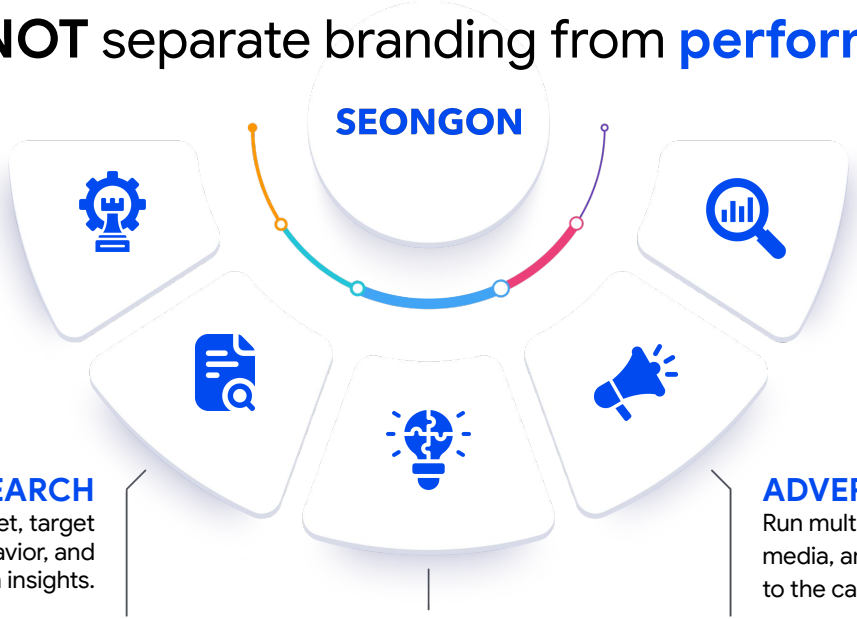


DIGITAL BRANDING ADS

SEONGON's Branding Ads are built to help brands expand reach, increase recall, and create distinctive impressions across digital platforms with a creative, multi-touchpoint, and consistent communication strategy.

We do **NOT** stop at **buying reach**

We do **NOT** separate branding from **performance**



STRATEGIC
Build brand strategy, communication objectives, channel direction, and media plan.

MANAGEMENT & REPORT
Manage, control, measure, advise & adjust flexibly throughout execution, ensuring the campaign's communication goals are met.

RESEARCH
Research the market, target customers, media behavior, and communication insights.

ADVERTISING & BOOKING
Run multi-channel ads, allocate media, and book KOL/KOC/PR suited to the campaign.

CONTENT CREATIVE
Build messaging, concepts, key visuals, content, and creative per platform.

For Performance Ads and Branding Ads to deliver maximum results, SEONGON builds a supporting solution layer that keeps the entire Digital Ads system running in sync.

SUPPORTING LAYER



CONTENT / CREATIVE

- Build messaging
- Write ad copy
- Design visuals/video
- Adapt creative per platform



BOOKING / AMPLIFICATION

- Booking KOL / KOC
- PR / Advertorial
- Social discussion / seeding
- Amplify content with ads after booking



WEBSITE / LANDING PAGE

- Website optimization consulting
- Build landing pages aligned with campaign goals
- Optimize CTAs, forms, and conversion paths



TRACKING / MEASUREMENT

- Standardize measurement across Google, Meta, TikTok, Zalo, and website/app/CRM (GTM, GA4, Gtag, Pixel, etc.)
- CAPI, Enhanced Conversions, OCT, server-side tracking, and other solutions adapted to a cookieless environment.



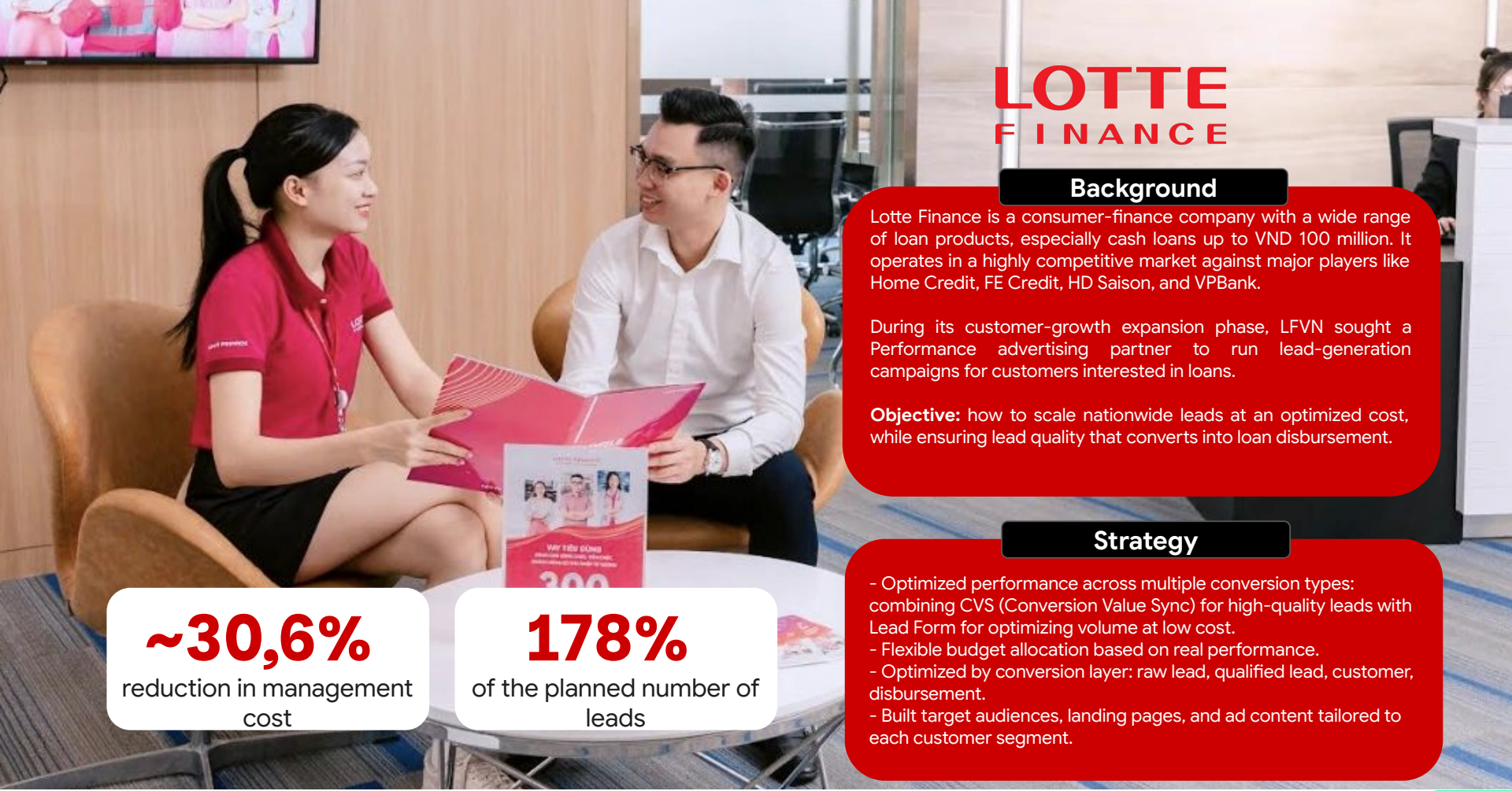
DASHBOARD / REPORT

- Real-time dashboards
- Periodic reports
- Performance analysis
- Data-driven optimization recommendations



/case studies/

Businesses growing performance together with SEONGON



LOTTE FINANCE

Background

Lotte Finance is a consumer-finance company with a wide range of loan products, especially cash loans up to VND 100 million. It operates in a highly competitive market against major players like Home Credit, FE Credit, HD Saison, and VPBank.

During its customer-growth expansion phase, LFVN sought a Performance advertising partner to run lead-generation campaigns for customers interested in loans.

Objective: how to scale nationwide leads at an optimized cost, while ensuring lead quality that converts into loan disbursement.

Strategy

- Optimized performance across multiple conversion types: combining CVS (Conversion Value Sync) for high-quality leads with Lead Form for optimizing volume at low cost.
- Flexible budget allocation based on real performance.
- Optimized by conversion layer: raw lead, qualified lead, customer, disbursement.
- Built target audiences, landing pages, and ad content tailored to each customer segment.

~30,6%
reduction in management cost

178%
of the planned number of leads

SimThangLong.vn

Background

Sim Thang Long is the 2nd-largest distributor of premium phone numbers ("lucky SIMs") in Vietnam.
In 2017, Sim Thang Long was running its own Google Ads campaigns, but actual results fell short of expectations.
Objective:
- Increase the number of sales opportunities to close deals
- Optimal cost per opportunity
- Expand growth across Digital overall

Strategy

- A tight, smart account structure with well-organized campaigns/ad groups/keyword sets/ad templates & ad extensions
- Standard conversion tracking, Enhanced Conversions (EC), and offline conversion tracking (OCT/OCI)
- Pioneered testing of Google's newest campaign types/features: Smart GDN, Smart Shopping, Performance Max, Demand Gen, Smart Bidding, and other AI-integrated features

36,200
brand searches per month



85%
Hotkey top 4

915%
increase in leads

The Grand Ho Tram



+ 220%
Total Lead
(Room & MICE)

- 45%
Cost per conversion

+ 35%
Average order value
(AOV)

Strategy

- First-party Data & Enhanced Conversions: optimize the high-value customer segment using encrypted data
- Predictive Audience Targeting: focus on premium customers and decision-makers
- DCO & Smart Bidding: automate content and bidding to optimize impressions, cost, and conversions

Background

Amid fierce competition in the southern coastal resort market, with a wave of new international brands entering, The Grand Ho Tram faced the challenge of maintaining its occupancy rate and attracting high-spending guests.

Objective: how to dramatically boost the number of room and event (MICE) booking leads while preserving the upscale image of a top-tier Integrated Resort.

GIA BAO
Luxhome

Background

In a saturated, fiercely price-competitive safe-box market, Gia Bao Luxhome positions itself in the premium segment (Philips, Bofa, etc.) but struggled to reach affluent customers. The previous setup wasted budget on low-quality traffic, failed to highlight brand value, and lacked consistency in measuring final performance.

Objective: increase actual leads and orders from Google Ads; optimize CPA and ROAS; strengthen its position as a premium safe-box brand.

Strategy

- Matched GCLID with real leads to feed the machine-learning model with quality data
- Applied Smart Bidding (tCPA/tROAS) to optimize bids based on conversion value
- Deepened negative-keyword lists to filter out irrelevant demand and focus budget on high-end, branded keyword groups



>85%
Impression Share

-35%
CPA

+150%
Lead

800%
ROAS

Background

The real estate market is highly competitive, with users encountering a brand across many touchpoints before submitting their information.

Objective:

- Increase brand awareness of Ramond Urbaniz Hai Phong in the target area
- Expand reach & recall through multi-touchpoint video/display
- Drive interest to the website (click-to-web) to support retargeting and audience building

Strategy

- Ran multi-channel, multi-touchpoint communications to increase brand presence given the increasingly complex real-estate customer journey
- Combined video and display formats to expand reach, boost frequency, and reinforce brand recall in the target area
- Optimized campaigns for click-to-web, drawing interested users to the website for retargeting and audience nurturing

RAMOND
HOLDINGS

+15%
Impression Share Google

+33%
View

+20%
Traffic

Increase lead
in genuine consultation

SUNWORLD
THE WORLD OF WOW

Background

Sun World operates a large system of theme parks with many destinations nationwide, requiring digital communications that are both consistent with the overall system brand image and flexible for each park, each peak season, and each event campaign.

Objective:
Strengthen Sun World's brand presence on digital, expand reach and recall for the whole park system, and effectively run seasonal and event communication campaigns to attract nationwide customer interest.

Strategy

- Ran Branding Ads combining an always-on approach with campaign-based activity
- Coordinated across digital platforms to maintain brand presence and amplify communications for each park, peak season, and event
- Built content and creative tailored to each communication context so the brand image stays fresh and relevant
- Optimized against branding metrics such as reach, frequency, video views, engagement, and interested traffic
- Operated as a long-term strategic partner, helping the brand maintain a strong, consistent digital presence

45+
campaigns for online events



6+ parks
amplified during peak seasons

Traphaco
Con đường sức khỏe xanh

Background

Traphaco is a long-established pharmaceutical brand with strong recognition through traditional channels. During its shift from offline to online, the brand needed a digital partner capable of a long-term partnership - both optimizing ad performance and standardizing how communication effectiveness is tracked and measured online.

Objective:
Optimize digital ad performance; standardize campaign tracking and reporting; support expanding brand presence on digital.

Strategy

- Researched the market and built content/creative suited to each Target Audience
- Combined media ads with hot pages, KOL/KOC, and video to expand reach
- Rolled out in phases, combining Google x Shopee to boost presence and drive interest
- Measured, reported periodically, and continuously optimized based on communication performance



x1,5
reach

+~20%
Reach/ View/Eng/Click

Supported
the
Shopee sales channel

SEONGON

AI-First Search Marketing Growth Partner

Credential

Total Business Maps

*Claim the **"golden spot"** on Maps, reaching customers ahead of competitors.*



Google Maps & Apple Maps

INSTEAD OF FIGURING OUT HOW TO VERIFY EVERY LOCATION ON MAPS YOURSELF

let SEONGON help you standardize quickly and synchronize your whole system

	Doing it yourself	SEONGON approach
Process	Lacking experience, prone to mistakes	Skilled at every verification step, done properly to guideline
Legal documents	Hard to standardize paperwork across the whole chain	Helps standardize documentation to meet Google's requirements
Processing time	Long, dependent on Google's response	Fast optimization, synchronized across the whole chain
Success rate	Low, prone to rejection or map suspension	Near-guaranteed thanks to a proven process and hands-on experience
Google support	Difficult to resolve issues	Has a dedicated support channel, resolving any issue quickly
Managing a map chain	No dedicated monitoring system	Centralized tracking, updating, and issue resolution on a dedicated platform

Only at SEONGON

MAP VERIFICATION IN AS FAST AS 24 HOURS

Committed to speed, accuracy, and standout visibility from the very first submission.

Fastest location verification in the market, within 24 hours

6-month warranty to keep your ranking secure, no matter how competitors try to interfere

100% success rate, even for difficult cases, blacklisted or sensitive locations

A dedicated monitoring system centrally managing the entire map chain

Full handover of ownership, no dependency on the partner

Complete guidance and full support, making it easy to operate and expand later

TOTAL MAP BUSINESS SOLUTION

A comprehensive solution that brings customers right to your door.

GOOGLE MAPS

Helps your business stand out on Google Search & Maps, attracting local customers and boosting credibility & sales.

APPLE MAPS

Puts your business on Apple Maps, Siri, and Apple devices, reaching millions of customers, managing information, and boosting engagement effectively.

THE ONE INVESTMENT TO LOCK IN YOUR SPOT ON THE DIGITAL MAP

VERIFY ONCE — STAY VISIBLE LONG-TERM

TOTAL MAP BUSINESS

Verification and updates in line with Vietnam's new administrative mergers

01 **Map verification:** Authenticate the rightful business location on Google/Apple Maps, creating a credible profile ready to reach potential customers.

Map display optimization: Improve rankings, helping the business stand out on Google/Apple Maps, attracting more views, searches, and direction requests from local customers. 02

03 **Increasing Maps reviews:** Build credibility, encourage customers to leave positive reviews on Google/Apple Maps, strengthening trust and attracting new customers.

Closing maps: Remove or edit unwanted/incorrect business profiles/information on Google/Apple Maps, ensuring accurate information and avoiding confusion. 04

05 **Maintaining and protecting created map chains:** Ensure Google/Apple Maps listings stay accurate and secure at all times; update data to provide a seamless location experience for customers.

Standout numbers that speak for SEONGON's execution capability

Whether it's 10 or 10,000 branches, SEONGON always has an experienced execution team ready.

86%

clients return to roll out additional new services.

100%

of major brands using the service achieve verification in under 48 hours.

3.000+

of locations successfully verified - not just "listed on the map" but also optimized to rank at the top.

NO

incidents of lost maps or locked map access since launching the dedicated service (from 2022 to present).



/case studies/

Claiming the "golden spot" on Maps, reaching customers ahead of competitors

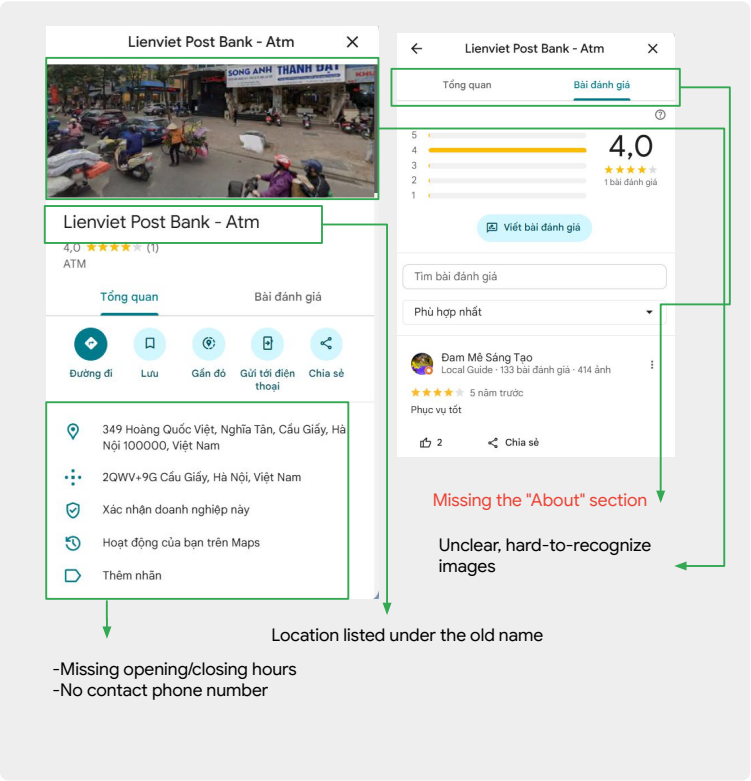
LPBank

LOC PHAT COMMERCIAL JOINT STOCK BANK OF VIETNAM

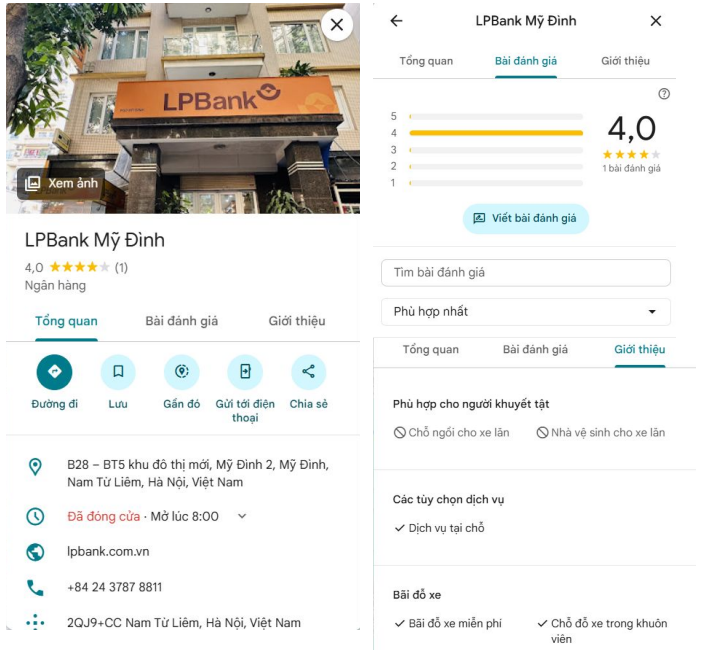
- → Operating network across 34 provinces/cities
- → Charter capital: VND 29,873 billion
- → Head office: located in Hanoi
- → Representative offices: 3 offices
- → 481 banking transaction offices
- → 512 postal transaction offices



BEFORE VERIFICATION

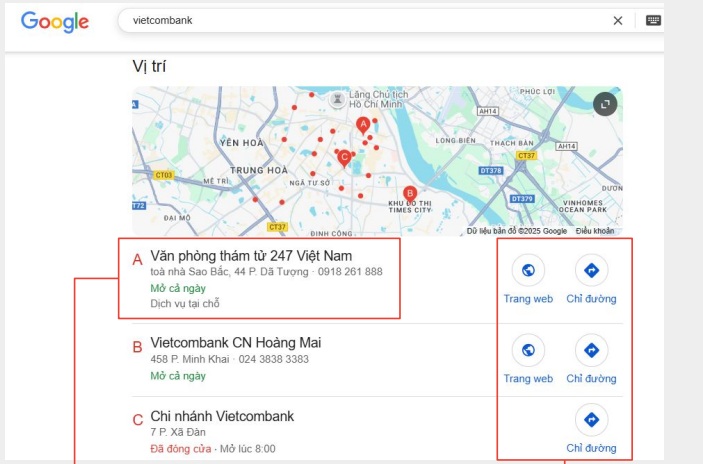


AFTER VERIFICATION

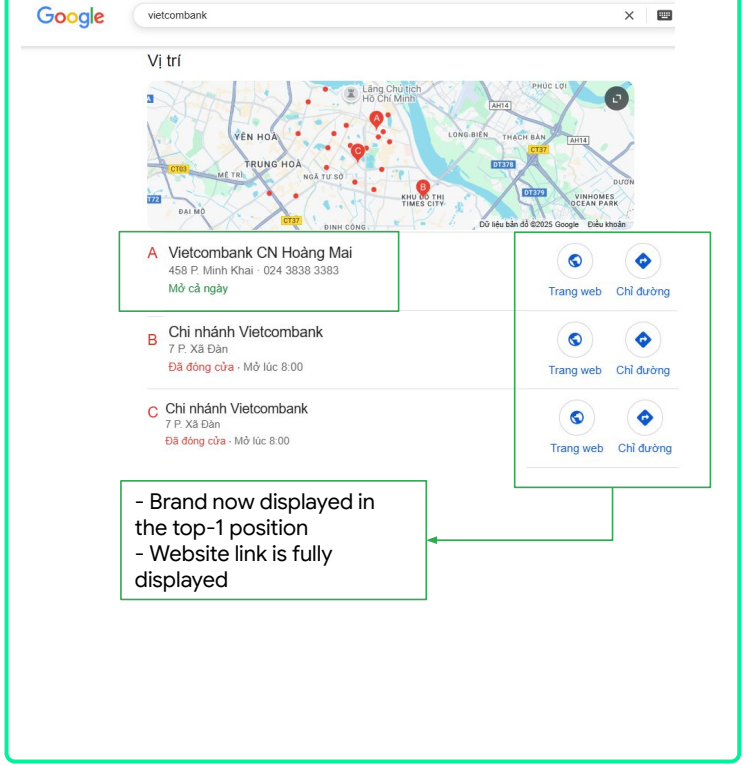


The map, after verification, now provides complete information on hours, contact details, feedback, and description. Real, high-quality images; correctly branded name; synchronized email.

BEFORE VERIFICATION



AFTER VERIFICATION



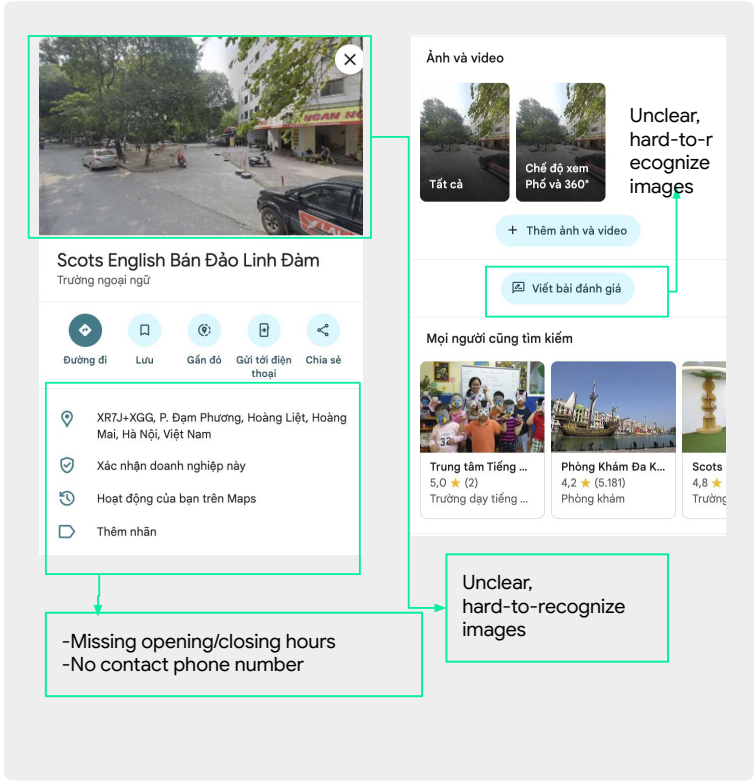
SCOTS ENGLISH

Scottish English

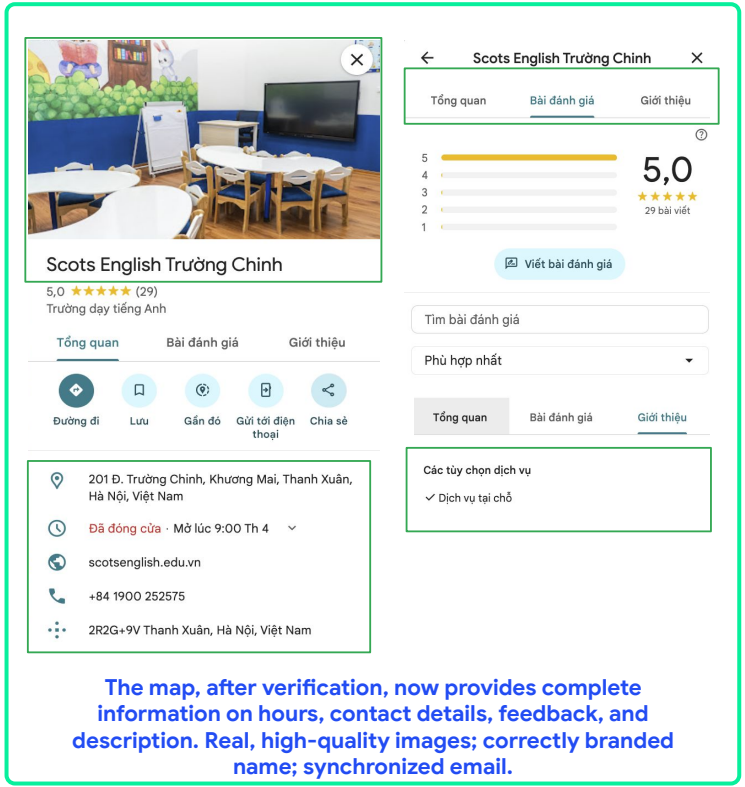
- → Operating network across 24 provinces/cities
- → A teaching team of more than 200 instructors
- → Headquarters: located in Hanoi
- → Over 50,000 students enrolled
- → 96 training centers



BEFORE VERIFICATION

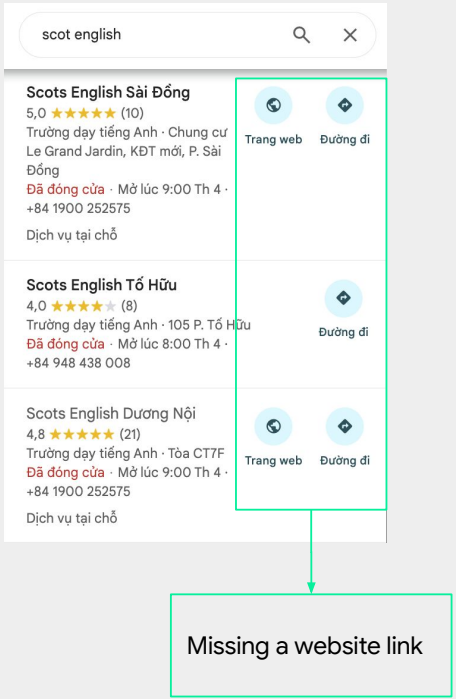


AFTER VERIFICATION

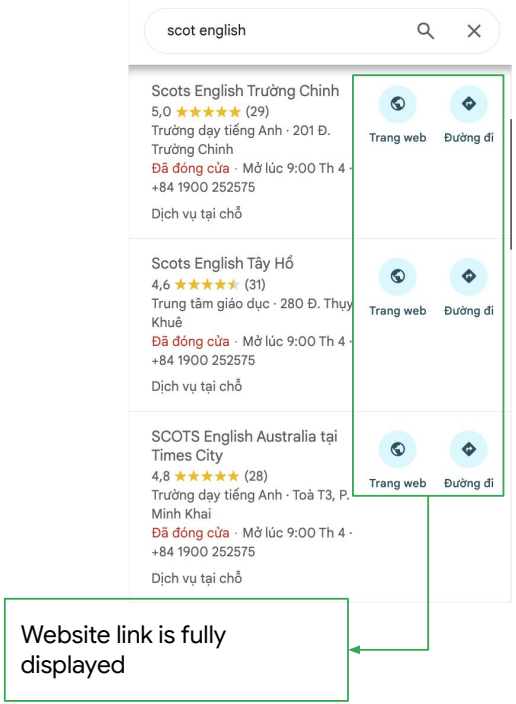


The map, after verification, now provides complete information on hours, contact details, feedback, and description. Real, high-quality images; correctly branded name; synchronized email.

BEFORE VERIFICATION



AFTER VERIFICATION



SEONGON

AI-First Search Marketing Growth Partner

“120+ SEONGON experts are ready to partner with you”

THANK YOU



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Get a consultation now